

# Allied Organization Programs At-A-Glance

## WEDNESDAY, OCTOBER 20

### HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) - NEBRASKA CHAPTER

9:05 - 10:00 a.m.

NHA Opening Keynote Session

10:00 - 10:15 a.m.

Break

10:15 - 11:15am

Achieving Excellence, Sustaining Excellence

11:15 a.m. - 12:15 p.m.

Lunch

12:15 - 1:15 p.m.

The Stark and Anti-Kickback Rules Cross the Finish Line

1:15 - 1:30 p.m.

Break

1:30 - 2:30 p.m.

NHA Leadership Presentation

### HOSPITAL HUMAN RESOURCE PROFESSIONALS (HR)

9:00 - 10:00 a.m.

NHA Opening Keynote

10:15 - 11:00 a.m.

Labor and Employment Law Update

11:00 - 11:45 a.m.

Anatomy of an Employment Lawsuit with 20/20 Hindsight: What Went Wrong?

11:45 - 12:00 p.m.

Break

Breakout session 3 | 12:00 - 12:45 p.m.

Rural and Community Hospital Critical Considerations

Breakout session 4 | 12:45 - 1:30 p.m.

Practice of White Bagging/Impact on Patients/Providers

1:30 - 2:00 p.m.

Leadership Presentation

### NEBRASKA HEALTHCARE MARKETERS (NHM)

9:00 - 10:00 a.m.

Welcome and Opening Remarks

9:05 - 10:00 a.m.

Opening Keynote - Population Health

10:00 - 10:15 a.m.

Break

10:15 - 11:00 a.m.

Stay with NHA for What's in Store for Healthcare From Team Biden-Harris

11:00 - 11:45 a.m.

Overcoming the Overhead Myth: Budgeting For an Effective Website, Marketing & Growth

11:45 a.m. - 12:00 p.m.

Break

12:00 - 12:45 p.m.

Creating a Strategic Marketing Plan: A Blueprint for Success

12:45 - 1:30 p.m.

The Secret to Influencer Marketing Success

1:30 - 2:00 p.m.

NHA Leadership Presentation

## THURSDAY OCTOBER 21

### HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) - NEBRASKA CHAPTER

9:00 - 9:05 a.m.

NHA Keynote Session

10:00 - 10:30 a.m.

Break

10:30 - 11:30 a.m.

Communicate Like a Leader-Ethical Leadership – Session 1

11:30 a.m. - 12:30 p.m.

Lunch

12:30 - 1:30 p.m.

Communicate Like a Leader-Ethical Leadership – Session 2

1:30 p.m.

Closing Remarks

### HOSPITAL HUMAN RESOURCE PROFESSIONALS (HR)

9:00 - 10:00 a.m.

NHA Keynote Session

10:15 - 11:00 a.m.

403(b)/401(k) Legislation and Regulatory Update and the Impact to Your Retirement Plan

11:00 - 11:45 a.m.

Good for What Ails You: Prescriptions for Employee Benefits Challenges

11:45 a.m. - 12:00 p.m.

Break

Breakout session 3 | 12:00 - 12:45 p.m.

The Face of Black Maternal Health in Nebraska

Breakout session 4 | 12:45 - 1:30 p.m.

Creating and Sustaining a Strong Organizational Culture

1:30 p.m.

Closing Remarks

# Allied Organization Programs At-A-Glance

## THURSDAY OCTOBER 21 (CONT.)

### NEBRASKA HEALTHCARE MARKETERS (NHM)

9:00 - 10:00 a.m.

Welcome and Opening Remarks

9:05 - 10:00 a.m.

NHA Keynote - Dream Makers

10:00 - 10:15 a.m.

Break

10:15 - 11:00 a.m.

Local Search Optimization for Healthcare Providers & Practitioners

11:00 - 11:45 a.m.

Promoting Wellness Among Healthcare Professionals: Lessons Learned from COVID-19 and Beyond

11:45 a.m. - 12:00 p.m.

Break

12:00 - 1:30 p.m.

Trust & Value: How Healthcare Marketers Thrive in Today's Competitive Environment

1:30 p.m.

Closing Remarks

## FRIDAY OCTOBER 22

### HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) - NEBRASKA CHAPTER

9:00 - 10:00 a.m.

Annual Business Meeting

10:30 a.m. - 12:00 p.m.

Virtual Awards Presentation

12:00 p.m.

Closing Remarks

### HOSPITAL HUMAN RESOURCE PROFESSIONALS (HR)

9:00 - 10:00 a.m.

Annual Business Meeting

10:30 a.m. - 12:00 p.m.

Virtual Awards Presentation

12:00 p.m.

Closing Remarks

### NEBRASKA HEALTHCARE MARKETERS (NHM)

9:00 - 10:30 a.m.

NHM Business Meeting & Bright Idea Award Presentation

10:30 a.m. - 12:00 p.m.

Virtual Awards Presentation

12:00 p.m.

Closing Remarks

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